



















# 2026 RainDance Conference Agenda



Legal Sales and Service Organization  
[LEGALSALES.ORG](https://legalsales.org)

DAY 1 Wednesday, June 3		Program
 <b>Registration &amp; Caffeinated Connections</b>		<b>8:00 am   Registration, Breakfast and Networking</b>
 <b>CX Workshop</b>		<b>8:30 - 11:45 am   Elevating the Client Experience</b> <b>Steven Keith</b> , Founder, CX Pilots <b>Catherine Alman MacDonagh, JD</b> , Founder and CEO, Legal Lean Sigma Institute, LSSO Founder and Member, Board of Advisors
 <b>Networking &amp; Lunch</b>		<b>11:45 am - 12:30 pm   Networking Lunch</b> Meet new colleagues and say hello to friends! <b>Sponsored by Litera</b>
 <b>Welcome to RainDance</b>		<b>12:30 - 12:50 pm</b> <b>Welcome to RainDance 2026   RainDance Emcees</b> <b>Patrick Fuller</b> , PJF Strategies <b>Christina Buensuceso</b> , Global Senior Director, Client Focus Programs, Reed Smith <b>President's Greetings</b> <b>Chris Newman</b> , President 2025-2026, LSSO Board of Advisors, CMBDO, Mintz <b>Darryl Cross</b> , President 2026-2027, LSSO Board of Advisors, Chief Global Collaboration Officer, Norton Rose Fulbright US LLP
 <b>SESSION 1</b>		<b>12:55 - 1:25 pm   Opportunity Doesn't Knock - It Signals. Are You Listening?</b> <b>Jody Glidden</b> , Founder and CEO, Postilize In collaboration with <b>Litera</b> <b>Beverly Agdern</b> , Senior Business Development Manager, Marshall Gerstein Borun
 <b>SESSION 2</b>		<b>1:25 - 1:40 pm   RainDance HailStorm</b> <i>A popular interactive feature of LSSO's annual conference, this high-energy exercise invites attendees to write down a key question or challenge, crumple it, and wait for the signal to launch a hailstorm of ideas, insights, and connection!</i> <b>Patrick Fuller</b> , PJF Strategies <b>Christina Buensuceso</b> , Global Senior Director, Client Focus Programs, Reed Smith
 <b>Networking</b>		<b>1:40 - 1:55 pm   Refresh &amp; Build Your Network</b> Connect!   Networking Exercise <b>Scott Love</b> , Host - The Rainmaking Podcast & Co-Host, The LSSO Podcast

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 <p><b>SESSION 3</b></p>	<p><b>1:55 - 2:40 pm   KEYNOTE</b>  <b>Negotiations: Using Emotional Intelligence to Sell Great Ideas</b>  <b>Graham Cox</b>, Programme Director, Boundaries Edge Ltd          Introduction by <b>Litera</b></p>
 <p><b>SESSION 4</b></p>	<p><b>2:40 - 3:00 pm   Bring a Method to the Madness: A Unified Approach to Business Development</b>  <b>David Ackert</b>, Founder &amp; CEO, PipelinePlus</p>
 <p><b>SESSION 5</b></p>	<p><b>3:05 - 3:25 pm   The Pack Mentality: Unlocking the Power of Cross-Collaboration in Law Firms</b>  <b>Jackie Middleton</b>, Senior Director, Client and Industry Strategy, Ballard Spahr</p>
 <p><b>SESSION 6</b></p>	<p><b>3:30 - 3:50 pm   Sales and Service Excellence</b></p>
 <p><b>Networking Break</b></p>	<p><b>3:50 - 4:05 pm   Build Your Network</b>  <i>Connect!   Networking Exercise</i>  <b>Scott Love</b>, Host - The Rainmaking Podcast and Co-Host, The LSSO Podcast</p>
 <p><b>SESSION 7</b></p>	<p><b>4:05 - 5:05 pm   Rapid Fire Client Panel</b>  <i>Created by LSSO, everyone eagerly anticipates this fast-paced, voice of the client session each year!</i>          Moderator: <b>Blake E. Garcia</b>, Ph.D., Senior Director of Business Intelligence          Panel:  <b>Dennis Garcia</b>, Vice President, General Counsel, Litera  <b>Meredith Ritchie</b>, Chief Ethics and Government Affairs Officer, Alliant Credit Union  <b>General Counsel</b> TBA          Presented by <b>Association of Corporate Counsel</b></p>
 <p><b>Day 1 Wrap Up</b></p>	<p><b>5:05 - 5:10 pm   Dew Drops - Highlights: Day 1 &amp; Forecast: Day 2</b>  <b>Patrick Fuller &amp; Christina Buensuceso</b>, RainDance Emcees</p>
 <p><b>SESSION 8</b></p>	<p><b>5:10 - 5:55 pm   LSSO 2026 Sales &amp; Service Awards Ceremony</b>          William J. Flannery Sales Awards          Leonardo Inghilleri Service Excellence Awards          LSSO Awards</p>
 <p><b>RainDance Reception</b></p>	<p><b>5:55 - 7:00 pm   RainDance Reception</b>  <i>Please make your own dinner arrangements following the reception. After dinner, plan to meet up in The Palmer House Lobby bar for more connections and conversations!</i></p>

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DAY 2 Thursday, June 4		Program
 <b>Registration &amp; Caffeinated Connections</b>	<b>7:45 am</b>   <b>Registration, Breakfast &amp; Networking</b> Presented by <b>Nexl</b>	
 <b>Day 2 Kickoff</b>	<b>8:00 am</b>   <b>Hail-O and Welcome Back!</b> <b>Patrick Fuller &amp; Christina Buensuceso</b>	
 <b>Breakfast Program</b>	<b>8:10 – 8:35 am</b>   <b>Using AI for BD: Prompt and Ceremony</b> <b>Jennifer Scotton</b> , CMBDO Costangy Brooks Smith & Prophete <i>How to use the best prompts for RFP responses and more</i>	
 <b>SESSION 9</b>	<b>8:40 - 9:10 am</b>   <b>Shift Happens: Leading Growth When the Model is Changing</b> <b>Jason Broomfield</b> , Director of Business Development, North America, Nexl <b>Justin Portaz</b> , Chief Marketing & Business Development Officer, Saul Ewing	
 <b>SESSION 10</b>	<b>9:15 - 9:35 am</b>   <b>Legal Quality Management: Creating Competitive Advantages</b> <b>Corey Smith, Esq.</b> , MBA, Certified Professional Engineer, LLS Yellow Belt, & Founder, Legal Quality Management Initiative	
 <b>Networking Break</b>	<b>9:35 – 9:50 am</b>   <b>Build Your Network   Networking Exercise</b> <b>Scott Love</b> Host - The Rainmaking Podcast and Co-Host, The LSSO Podcast	
 <b>SESSION 11</b>	<b>9:50 - 10:10 am</b>   <b>Accelerating Proactive Growth with Predictive Intelligence: A Top 30 AmLaw Firm Case Study</b> <b>Tim Keith</b> , Founder and CEO, <b>Propense.ai</b>	
 <b>SESSION 12</b>	<b>10:15 - 10:35 am</b>   <b>The Million Dollar Relationship Risk BD &amp; Sales Teams Overlook</b> <b>Joanna Trimble</b> , Chief Revenue Officer, Introhive <b>Guest client speaker</b> - TBA	
 <b>SESSION 13</b>	<b>10:35 - 11:00 am</b>   <b>RainDance Hailstorm Discussions</b> <i>Table discussions on sales and service challenges and opportunities.</i>	
 <b>SESSION 14</b>	<b>11:00 – 11:15 am</b>   <b>Leading from the Top: How Bracewell's Marketing Leadership Drove Successful AI Adoption for BD</b> <b>Michael Idinopulos</b> , Co-Founder, MyMai <b>Jacqueline Madarang</b> , Director of Marketing Operations & Technology at Bracewell	

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 <b>SESSION 15</b>	<b>11:20 – 11:50 am   Survey Results Revealed: Sales Compensation &amp; Team Structure Reports</b> <b>Derek Jones, Acuigen</b> <b>Rob Randolph, Yate Collaborative</b>
 <b>Networking Lunch</b>	<b>11:50 am – 1:00 pm</b> <i>Challenge: Meet two people who you did not know prior to RainDance</i>
 <b>SESSION 16</b>	<b>1:00 – 1:20 pm   BD Teams &amp; Healthy Competition – Gamification Creates Enthusiasm for Collaboration</b> <b>Mark Howe</b> , Director of Business Development & Client Relations, Thompson, Dorfman, Sweatman LLP
 <b>SESSION 17</b>	<b>1:25 – 1:40 pm   Selling Legal in the Age of AI: What Changes for BD, KM, and Client Teams?</b> <b>Sumathi Pundit</b> , CEO/Founder, Kaitongo AI
 <b>SESSION 18</b>	<b>1:45 – 2:05 pm   Knowledge, Empathy + Confidence: Empower Three Skills to Transform Internal Client Service</b> <b>Matt Plavnick</b> , Chief Inspiration Officer, Axis Marketing Strategies
 <b>SESSION 19</b>	<b>2:05 – 2:35   Methods and Actions to Accelerate Impact</b> <b>Suzanne Donnels</b> , Strategic Advisor, Suzanne Donnels Consulting <b>Heather L. Barnes, M.A.</b> , Founder and CEO, Improv @ Work LLC
 <b>RAINDANCE WRAP UP</b>	<b>2:40 - 3:00   RainDance 2026 Reflections</b> <b>Patrick Fuller &amp; Christina Buensuceso</b>

**LSSO's Pillars** are five focus areas that empower sales and service professionals across the legal industry. They ensure alignment of our RainDance topics and LSSO member benefits.

- Coaching & Training – Sales skills. Coaching playbooks. Team leadership.
- Innovation & Transformation – Technology. AI. Change management. Design thinking.
- Client Experience – Journey mapping. Feedback loops. Service excellence. Quality standards.
- Commercialization – Funnels. ROI. Campaigns that convert.
- Data Analytics & Intelligence – Dashboards. KPIs. Predictive BD.

Our goal is to provide access to the programming, insights, networks and tools specific to the core competencies needed to excel and grow in legal sales and service roles.



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